

# NAEB

## PRESIDENT'S MEMO

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### NAACP INTEREST IN FEDERAL ETV ASSISTANCE

Through the timely intervention of NAEB, the South Carolina application was kept alive and a possible disruption of the entire ETV Facilities Program averted.

Just prior to the end of the thirty day comment period for the South Carolina application for Federal assistance, HEW received a letter from NAACP requesting an additional thirty days to allow it to complete its investigation of certain issues it felt might be involved. These included: the record of participant educational institutions with reference to equal educational opportunity, possible use of TV for furthering racial bias, denial of equal employment opportunities in the TV industry, etc. HEW granted the thirty day extension.

Since the South Carolina matching funds would lapse before the end of the extended period, this meant the State would be unable to comply with the terms of the application to obtain Federal funds for the two TV stations it plans to build, and thus deny to several thousand school children the benefits of improved instruction during this coming school year. Moreover, as soon as the situation came to the attention of the S. C. Congressmen, there was strong reaction that might well have developed into a situation with adverse consequences to the program for all the states. There was talk of a Congressional Investigation of the whole HEW - ETV program, an action which would have frozen all grant activities for several months, and there was likelihood of debate in the Senate aimed at the ETV provision in the HEW budget request.

NAEB called on the lawyer for NAACP's Washington bureau. We explained the consequences of this extension and its possible wider repercussions; we reviewed the record of ETV and the immense benefits it had brought to the South in terms of broadened educational opportunity for all children, as well as adults. The lawyer indicated that the NAACP action was not aimed at ETV per se, but that such investigation was a regular procedure in all cases of Federal assistance programs. This one had not come to their attention till late; hence, the last-minute request for extension. Under the circumstances, he felt they would probably be willing to withdraw the request.

Three days later, the HEW budget was abruptly put on the calendar for Senate consideration, and the word was, that in the absence of any action from NAACP, there would unquestionably be a direct attack upon the \$7 million ETV request.

It was not till 11:30 AM that we were able to reach the NAACP lawyer. He said he had not yet written the letter but intended to. We explained the exigency of the situation. He agreed to call the Under Secretary and verbally withdraw the request. This he did and the Under Secretary cancelled the extension.

That afternoon the HEW budget was passed with the \$7 million ETV provision intact.

In a follow-up letter, NAACP made it clear that this action did not lessen its interest in clarifying certain policy questions involved in the ETV Facilities Program. In addition to issues previously raised, concern was expressed with respect to the participation of colored teachers in the presentation of such programs. Denial of such participation, the letter said, would be "a violation of the constitutional rights of both colored teachers and students, when the programs are supported by both State and Federal governments."

It is clear that all future applications for ETV facilities will be reviewed by NAACP with respect to these issues, but any comments it may care to make will be made within the normal thirty day period.

In the formulation of policies and procedures under which proposed new or expanded facilities will operate, applicants may wish to take into consideration such points as the following:

1. Opportunity for participation by qualified people (of any race) in the preparation and presentation of programs.
2. Provision for equal access to facilities that will insure all students full participation in the benefits of ETV.
3. Assurance that programs on controversial issues will be balanced and that there is provision for expression of minority views.
4. Adherence to national policies in reference to equality of employment opportunities in the staffing of the station.
5. Provision for people representing a variety of interests and backgrounds in the composition of the Board and/or Commission, Advisory Council, Curriculum Committee, etc.
6. Provision for full community participation in "the activities" of the station (without discrimination etc.)

It is important to note that none of these points has yet been tested as to its validity. HEW, in granting the NAACP request for extension, was acting only in a routine procedural way; it was not acknowledging the appropriateness or inappropriateness of the issues raised. Because the request was withdrawn before comments were filed on these issues, there has been no opportunity for an examination of their legality and relevance to the Act and its administration. It would appear that many issues raised deal with programming, with which the Federal government is expressly forbidden to interfere. However, no legal determination on these matters will be made until a "test case" arises out of one of the comments. As you know, any interested party may come in with a comment within 30 days of the filing of the grant application. Following the close of the comment, the applicant has ten days within which to file reply comments.

#### HEW MAKES INITIAL GRANTS

As we go to press, word has been received of the first five grants to be made under the ETV Facilities Act: S. C. ETV Commission, \$59,222 to activate Ch. 7, Charleston; \$270,303 to activate Ch. 29, Greenville; \$299,619 to Chicago ETV Assn. to activate a second station on Ch. 20; \$129,943 to Hampton Roads ETV Assn. to expand WHRO-TV; Utah State University, \$99,865 to activate Ch. 12, Logan, Utah, making a grand total of \$858,952.

Also, Raymond J. Stanley, formerly of WHA-TV (Madison) and WOSU-TV (Columbus) has just been appointed as the full-time permanent Director of the ETV Facilities Program in the USOE. Bill Wood, who has been serving as a consultant to the office pending the selection of a permanent director, will return to his position as Professor of Journalism at Columbia.

For the past two years, Stanley has also served as Acting Director of the IERT at Columbus.

ED ADAMS

One of our good friends and colleagues has gone from us and, because he so brightened the world with his presence, his departure leaves dark and lonely places.

I first met Ed as a fellow member of the NAEB Board of 1955; I saw him last when he came to Washington last summer to visit his son and daughter and see his new grandchild. He knew then what was ahead and, though the progress of disease had weakened and frailed the body, there was still the twinkle in his eyes and the unfailing pleasure in sharing his fund of amusing stories with others.

Ed had a zest for life, which, coupled with warmth, wit and a lively sense of humor, made him friends wherever he went.

With all the legitimate demands on his time and energies as a teacher and administrator, he still gave generously of himself in support of a great variety of activities and interests. As a banquet speaker, school assembly performer, radio and TV broadcaster, NAEB director, and civic worker, he contributed abundantly to the enrichment of his community and of his profession. His life was filled with deep devotion to his family and to his colleagues, to education and to educational broadcasting; blessed with imagination, creativity, sympathy and good humor, it was undergirded by a courage that never faltered.

We shall miss him in our councils and fellowship; we will long remember this warm gently person and good friend.

-WGH

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